

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 00363 110823Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

-----110824Z 001617 /17

P R 110800Z JAN 77

FM AMEMBASSY TOKYO

TO USDOC WASHDC

INFO SECSTATE WASHDC 4636

AMCONSUL SYDNEY

UNCLAS TOKYO 0363

FOR OIM/WELCH

FOR SYNDEY/USTC

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: TOKYO TRADE CENTER FY 77/78 SCHEDULES

REF: (A) TOKYO 17074 (B) USDOC 20635 (C) USDOC 21394

1. EMBASSY/TC CONTINUE TO HAVE RESERVATIONS RE VIABILITY PROPOSED AIDS TO HANDICAPPED EXHIBITION SCHEDULED FOR OCTOBER 4-7, 1977. IN ADDITION TO LIMITED MARKET POTENTIAL, WE FEAR PROCUREMENT EFFORTS WOULD BE SERIOUSLY HANDICAPPED BY COMPETITION WITH MINISTRY OF HEALTH AND WELFARE SPONSORED EXHIBITION IN SIMILAR PRODUCT THEME SCHEDULED FOR OVEMBER. WE ALSO NOTE FROM NOVEMBER SYDNEY MONTHLY PROGRESS REPORT THAT MARKET RESEARCH RAISES QUESTION OF VIABILITY OF SHOW THEME IN THAT MARKET.

2. IN OUR EFFORTS TO EVALUATE POTENTIAL FOR SUCCESSFUL EXHIBITION, URGENTLY NEED RESULTS OF POLL REFERRED TO PARA 1, REFTEL B. WE HAVE LITTLE DETAILED INFORMATION REGARDING NEW U.S. DEVELOPMENTS IN FIELD OF AIDS TO HANDICAPPED PARTICULARLY WITH REGARD TO COMMUNICATION EQUIPMENT, TRAINING AS WELL AS EDUCATIONAL SEEING, HEARRNG, AND SPEAKING AIDS. IT IS POSSIBLE THERE ARE ENOUGH UNCLASSIFIED

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NEW PRODUCTS NOT YET FULLY MARKETING IN JAPAN WHICH WOULD SUPPORT A NTM JEEP IN THIS THEME AND WOULD APPRECIATE OIM ADVICE ON THIS POINT. ALTERNATIVELY, OIM MAY WISH TO INVESTIGATE POSSIBILITY OF MOUNTING A DIFFERENT VERTICAL MEDICAL THEME WITH SEMINAR FEATURING WELL-KNOWN MEDICAL FIGURE IN ORDER TO DRAW DOCTORS AND DOCTOR-ADMINISTRATORS. SUGGEST OIM INVESTIGATE POSSIBLE ALTERNATIVE THEMES WITH HEW AND OTHER MEDICAL GROUPS AND ADVISE POST FOR LOCAL MARKET

POTENTIAL EVALUATION. RECENTLY COMPLETED GMS ON BIOMEDICAL EQUIPMENT  
POUCHED TO OIM ON DEC. 28.

3. WE REMAIN CONCERNED RE ABSENCE OF EXHIBITION DURING PRIME MONTH  
OF NOVEMBER, 1977. DOES PARA 2, REFTTEL A PRECLUDE POSSIBILITY OF  
HOLDING EXHIBITION AROUND COMMERCIAL/INDUSTRIAL REFRIGERATION THEME?  
EMBASSYALREADY HAS INITIATED MINI MARKET SURVEY AND COULD DIRECT  
RESEARCH EFFORTS INTO THOSE AREAS NECESSARY FOR SUPPORT OF TRADE  
SHOW. PLS ADVISE ASAP.  
HODGSON

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NNN

## Message Attributes

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